

## ABSTRACT OF THE DISCLOSURE

A system, method and computer program is provided to control user access, by one or more users each having associated therewith a wireless communications device, to content transmitted or receivable across a communications medium. The system, method and computer program perform a detection of a presence of one or more users in at least one region in which the receivable content may be consumed via the one or more users' wireless communications devices by wireless communications, and a determination of access rights to content based on the detected one or more users, the access rights defining a suitability or unsuitability of one or more users to consume content. Access or consumption of receivable content by the one or more detected users may be selectively controlled according to at least one of the determined access rights and access rating of receivable content.